

CONSUMER ACCEPTABILITY FOR DIVERSIFIED *DURRIE* PRODUCTS

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ABSTRACT

Throughout the history and even today India is known for its great and diverse textile heritage that enriches all aspects of life. Changes in the existing village durries have also been made by using new designs, strips of waste material of cloth and plastic bags, and even threads of jute-sacks. Utilizing waste and low cost material have made this technique more popular. Regarding innovations and contemporary interpretations it can be stated that the *durrie* is versatile and can be used as table linens, table cloths and wall-hangings. *Durries* have been used even to cover the seats of chairs and as throws on sofas. Therefore, this art of rural Haryana calls for special attention to make it a marketable commodity, in other forms such as mats, bags, belts and cushion. Decorative techniques like embroidery have been contributing to the adornment of textile materials in Haryana since long. The consumer acceptability for the products of the different aspects i.e. shape and utility. For assessment of acceptability level, formulated statements were measured on three point scale as highly acceptable, acceptable and somewhat acceptable. It is concluded that the acceptance of consumers was judged for the prepared diversified products. The shape of all the products except belt was highly acceptable whereas utility of these products was acceptable by majority of the consumers. The utility of the belt was highly acceptable by majority of them.

KEYWORDS: Diversified, *Durries*

INTRODUCTION

India is known for its great and diverse textile heritage that enriches all aspects of life. From the days of cotton cultivation in the ancient valley to Mahatma Gandhi's choice of textiles as a symbol of India's national pride, textiles have played a significant role in India's culture (Mathur, 2002). Jaiswal (2000) conducted a study on existing and innovative *durrie* designs & found that all the weavers made durries for bed-spread only and a very few weavers also made worship mat known as '*aasan*'. These *durries* were treasured items, for self consumption and never had any commercial implication. Today, with affluence, education and widening horizons, women have less time to weave. Due to ethnic wave that has set in the upper-class, where traditional items have become a status symbol reflecting the rich heritage of the family; durries are being displayed on floors, walls and *diwans* with all pride of possession (Punia, 2006).

Changes in the existing village durries have also been made by using new designs, strips of waste material of cloth and plastic bags, and even threads of jute-sacks. Utilizing waste and low cost material have made this technique more popular. Regarding innovations and contemporary interpretations it can be stated that the *durrie* is versatile and can be used as table linens, table cloths and wall-hangings. *Durries* have been used even to cover the seats of chairs and as throws

on sofas (Shyam, 1999). Therefore, this art of rural Haryana calls for special attention to make it a marketable commodity, in other forms such as mats, bags, belts and cushion materials, with various styles of embellishment. Decorative techniques like embroidery have been contributing to the adornment of textile materials in Haryana since long. If woven *durrie* designs are complemented with such decorative techniques, for which the villagers are already skilled, this traditional art will get a new face by diversifying from traditionally used method of production through introducing new products, as appreciated and demanded by buyers.

MATERIALS AND METHODS

Selection of Respondents

The preferences of thirty consumers including nine experts from Clothing & Textile and twenty-one others visiting five leading handicraft shops of Hisar were taken to assess the acceptability of diversified products of *durrie* material.

Assessment of the Products

Acceptability was operationalized as mental readiness of the respondents for adoption of diversified products of *durrie* material. The acceptability of the diversified products was measured through statements. A varied number of statements were formulated with reference to shape and utility of the prepared products. For assessment of acceptability level, formulated statements were measured on three point scale as highly acceptable, acceptable and somewhat acceptable, scoring 3, 2 and 1 respectively. For positive statements 3, 2, 1 weight age was given to highly acceptable, acceptable, and somewhat acceptable respectively and for negative statement it was reverse. Individual score of each respondent was calculated. The difference of minimum and maximum score was divided by three. The values of 1st category were considered as highly acceptable, of 2nd category as acceptable and of 3rd category were somewhat acceptable.

Material Used

Raw *durrie* material was collected from different handloom/factories of Panipat, stitching thread and gray cotton fabric.

RESULTS AND DISCUSSIONS

Acceptance Level of Consumers for Prepared Diversified Products

The acceptance of consumers was judged for the prepared diversified products. The related data is presented in Table 1 which highlights that majority of consumers (13) had acceptance for the shape of the belt. The shape of cushion cover, multipurpose mat, wall pocket and shopping bag was highly acceptable to maximum number of consumers i.e. 14, 15, 14 and 14 respectively. Utility of the belt was highly acceptable to consumers (14), were as the acceptance level for cushion cover, multipurpose mat, wall pocket and shopping bag was medium as these were acceptable to 12, 18, 13 and 16 consumers. Only 1/10th to 1/4th of the consumers indicated that the shape and utility of these articles is somewhat acceptable.

Table 1: Acceptance Level of Consumers for Shape and Utility of Products N=30

Sr. No.	Name of Product	Parameters for Acceptance	Acceptance Level		
			Highly Acceptable (F)	Acceptable (F)	Acceptable (F)
1.	Belt	Shape	10	13	7
		Utility	14	10	6
2.	Cushion cover	Shape	14	13	3
		Utility	10	12	8
3.	Multipurpose mat	Shape	15	11	4
		Utility	9	18	3
4.	Wall pocket	Shape	14	10	6
		Utility	12	13	5
5.	Shopping Bag	Shape	14	13	3
		Utility	8	16	6

F= Frequency

Highly acceptable score

Highly acceptable level

Acceptance score

Medium acceptable level

Somewhat acceptable score

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Low acceptable level

Therefore, it can be concluded that shape of all the products except belt was highly acceptable whereas utility of these products has medium level of acceptance. High level of acceptance was observed the utility of the belt.

CONCLUSIONS

Thus it is concluded that the acceptance of consumers was judged for the prepared diversified products. The shape of all the products except belt was highly acceptable whereas utility of these products was acceptable by majority of the consumers. The utility of the belt was highly acceptable by majority of them.

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